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COLUMBIA THE METROPOLIS OF CENTRAL MISSOURI

POPULATION DOUBLES IN TEN YEARS; DEVELOPING INTO INDUSTRIAL CENTER.

An Ideal Home for the Laboring Man. Educational Advantages Open to All.

BEST PAVED CITY IN MISSOURI.

Miles of Granitoid Walks—A City of Beautiful Homes, Churches, Schools and Business Houses.

Columbia is a city of homes. More fine dwellings are to be found within its limits than in any city of its size in the state if not in the world. Once moved to Columbia when the time came for them to retire from active business, built themselves a home and educated their children. They still move to Columbia build themselves homes and educate their children, but they do not retire from active business.

The opportunities for successful investment are too many and too varied in Columbia now. People who move to Columbia with the idea of retiring and enjoying what they have made are soon routed from their seclusion by the lure of a profitable business opening and enter upon some new field of business activity.

The City's Rapid Growth.
Columbia is the most rapidly growing city in Missouri. Her growth is so steady and so natural that residents of the city scarcely notice it and comparisons must be made with the year previous for the extent of that growth. Columbia has no boom of any kind. Her growth is simply the result of a favorable location and the work of a progressive Commercial Club.

This Commercial Club has not only been active in securing factories and other industries for the town but it has aroused a spirit of civic pride among the citizens and ably assisted in building up the now so prevalent Columbia spirit of getting what you go after.

Good Sidewalks Now.
These things together with the growth of The University have caused Columbia's growth. Six or seven years ago Columbia had the worst streets and sidewalks in the world. Improvement began with the walks and the city is now a model in this respect. No other city of its size in Missouri has so many miles of granitoid sidewalks as has Columbia. There is not enough granitoid men in

Columbia to supply the demand for walks and seven and eight contractors have all they can do and then are months behind with their work. Every new addition must have walks laid before a lot is sold and this added to the policy of the city council to condemn all but granitoid walks has kept the contractors on the jump.

Best Paved City in State.
A few years ago traffic on Columbia streets was all but suspended during the worst winter months. There was no paved streets then. Broadway and the business portion of the city finally became so bad that the business men petitioned the city council to have the streets paved. The first summer eight blocks of vitrified brick paving was laid. That was five

years ago. Today Columbia has fourteen miles of paved streets and would have more had contractors been able to do the work more expeditiously. Property owners have found that it pays well to have the streets paved and the city council is now overwhelmed with requests to "pave our street next." A street remonstrance is unheard of now and the people are only too glad when their street gets in such bad shape that the Council deems paving necessary. The paved streets run right out to the city limits and in some cases, as West Broadway when that street is finished the paving will extend several blocks beyond the limits. The pavements are

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COLUMBIA'S GROWTH SURPRISES VISITORS

Commercial Club Important Factor in Building a Greater City.

EVERY CITIZEN A BOOSTER

Remarkable Growth in the Business District.

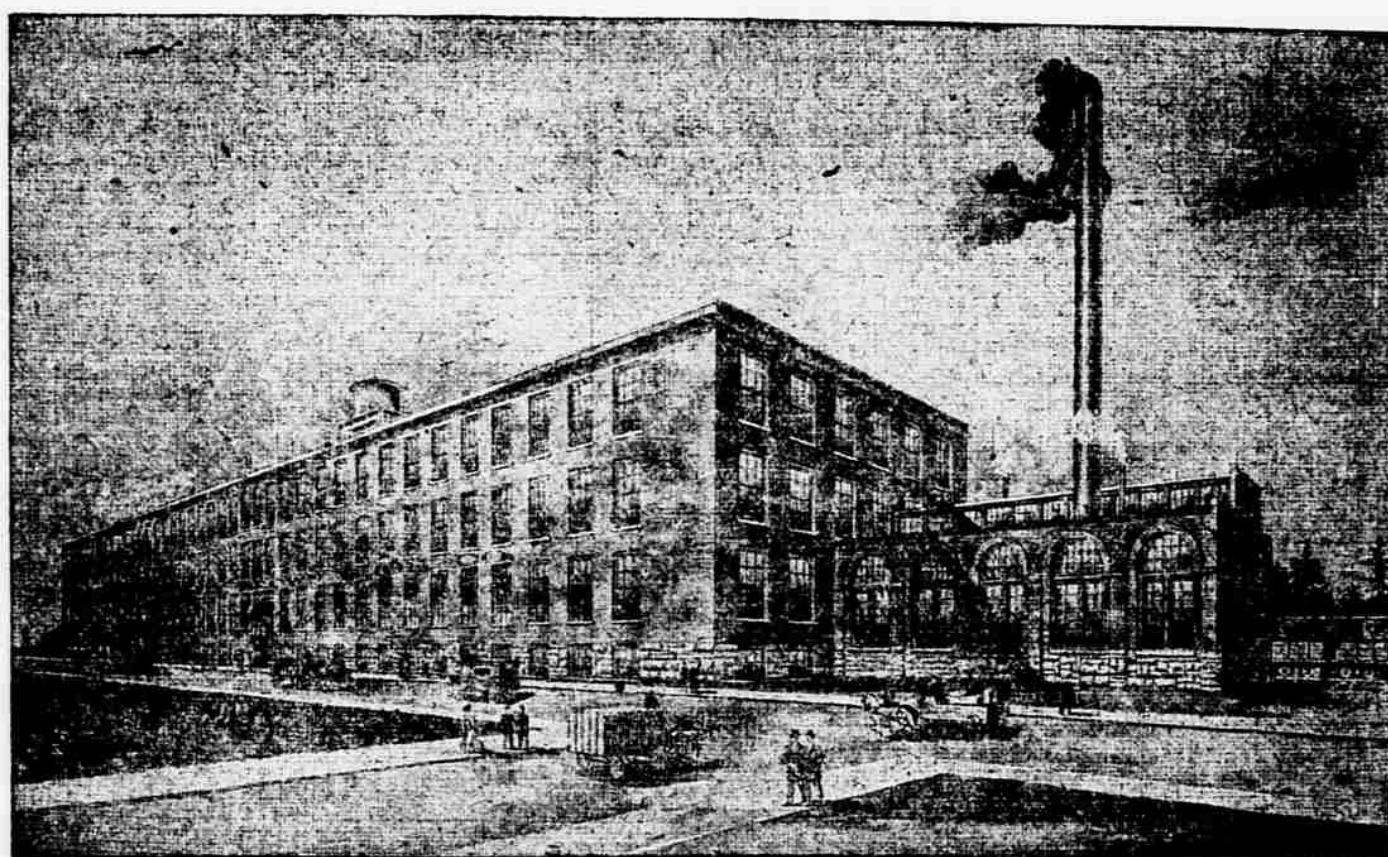
Columbia, which is generally conceded to be the coming city of Central Missouri, is a city of beautiful homes, splendid people, unsurpassed educational opportunities, and sound business enterprise. This is what any citizen in Columbia will tell you if you should ask him about Columbia. The town is represented to every one as a place where magnificent opportunities for investment and industrial development are offered.

The truth of their statements is proved by the actual progress of the town and its enterprises within the last few years, the doubling of the population within the last ten years, and the increase in real estate values. The real estate business in Columbia today is worked on a larger and more intense scale than any other occupation, with the exception of the educational field, and this is due to the fact that the town is on a continual and substantial boom.

Every citizen of Columbia is a booster—he has faith in his home city. The citizens are working together for a "Greater Columbia" and that the new era is dawning today is a foregone conclusion. No city in Central Missouri is making the progress of Columbia.

The value of real estate in Columbia

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HAMILTON-BROWN SHOE FACTORY.

COLUMBIA IS AHEAD

of any town ten times her size in the state. Gant-Ellison Co's., Ladies' Store is ahead of any store in their line in the state.

THE QUALITY STORE

is conducted on distinctly metropolitan methods, and the same liberal policy as in force in up-to-date stores in the large eastern fashion centers.

The Quality Store buys all its merchandise direct from the best foreign and American manufacturers; no middle man's profit is paid and therefore we are able to offer you strictly high class, dependable merchandise at the lowest prices that can be obtained anywhere.

Our supremacy is always apparent—we are always giving new evidences of our ability to give better values for less money. . . .



OUR BUSINESS POLICIES

is to show the new fashions in Ladies' garments and furnishings as soon as they are brought out.

MERCHANDISE OF DISTINCTLY HIGH CLASS

at prices which in most cases are no more than you pay for ordinary styles.

MONEY CHEERFULLY REFUNDED.

You take absolutely no risk because we will cheerfully refund on any article that is not perfectly satisfactory, provided you return it at once, in saleable condition.

NEW FALL SUITS.

Fall Suits are arriving every day; our force of salespeople will be pleased to show you these items.

The Store Columbia people are proud to show to visitors.

MILLINERY FOR FALL.

Mrs. M. E. B. Hooe will be delighted to have you come in and see this beautiful line of Fall styles.

STRICTLY ONE PRICE

to all, and everyone is treated alike, so a child can trade here with the same satisfaction as an experienced shopper. . . .

Gant-Ellison Co.
THE QUALITY STORE

MAIL ORDERS

given prompt attention. Send your name for our Fall catalogue which will be mailed about September 20th. . . .